

## Sales of exotic foods soar as staycations force Britons' culinary hand

By [Sophie Borland](#)

Last updated at 1:51 AM on 31st August 2009

It may not be the summer for a far-flung exotic break. But despite the fact many of us are holidaying in UK this year, we are determined not to miss out on the culinary delights of our favourite destinations.

Thanks to many Brits opting for a staycation this summer, sales of food from countries we would normally visit have soared. Supermarkets are reporting record demand for the likes of chorizo, Ardennes pate and mussels in garlic sauce - delights we usually only sample on holiday.

Similarly dishes from further afield such as Mahi Mahi fish from the [Caribbean](#), [Singapore](#) noodles and Pad Thai have also soared in popularity. This summer around on in five holidaymakers who travelled abroad last year will spend it in the UK, according to figures from Visit England.



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**Foreign import: Brits who can't afford to holiday abroad are buying increasing amounts of imported food like chorizo (seen here in caldo verde, a Portuguese soup)**

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[Gordon Brown](#) was amongst the millions of Brits opting for a 'staycation', choosing to spend his time off in the Lake District. But according to Waitrose, the popularity of food normally consumed in destinations including [Greece](#), [France](#) and [Spain](#) have more than doubled.

One of the most popular items is chorizo - Spanish cooked ham - whose sales have risen by more than 100 per cent compared to this time last year. Meanwhile mussels in garlic sauce, or moules mariniere as they are known in France, have soared by 50 per cent.

French style pastries as a whole are up 15 per cent year on year. Within this, croissants are up 33 per cent and pain au chocolat are up 9.3 per cent. Ardennes pate, from Northern France, has gone up 48 per cent while Brussels Pate by 36 per cent. Moussaka is up by 26 per cent and Greek salad by 30 per cent.

But its not just European cuisines which have seen a sudden surge in popularity - Far Eastern favourites such as red Thai chicken curry have soared by 76 per cent.



**Delicieux: Sales of croissants have shot up**

Pad Thai has gone up by 52 per cent while Singapore noodles are up by 44 per cent.

Charles Banks, food trends expert for the foodpeople, said: "I'm not surprised by this trend, in fact in the office we wondered if this would be the case this year."

'Just because in some cases either the economic climate has forced families to holiday in the UK this year or the fact that holidaying in the UK feels quite retro and "like old times, like we did when I was a child", consumers still have a huge appetite for the culinary stimulus and variety that overseas travel brings with it.'

'Whether it be lasagne from [Italy](#), Thai red curry from [Asia](#) or mussels from France, consumers are clearly finding new ways of getting the "travel fix" that they have become used too in more prosperous times.'

Adrian Gash, Waitrose Chilled Food Buyer, said: 'It seems we are more a nation of 'tastecationers' rather than 'staycationers'.'

'Our suitcases are staying put but our taste buds are going on a journey of their own.'